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# MGMT 368.02: International Business

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<b>Title:</b>	International Business
<b>Course:</b>	BADM 368
<b>Section:</b>	02
<b>Days/Time:</b>	TR 11:10 – 12:30
<b>Location:</b>	GBB L09

<b>Instructor:</b>	Sherry Liikala
<b>Office:</b>	337
<b>Phone:</b>	243-6197
<b>Email:</b>	<a href="mailto:sherry.liikala@business.umt.edu">sherry.liikala@business.umt.edu</a>
<b>Office Hours:</b>	W8:30-11:00am

**Required Text:** Czinkota, Ronkainen, and Moffett, International Business, Dryden Press, 2003, Thomson.

### **Course Overview and Objectives:**

This course is designed to teach you the basic principles of the theory and practice of conducting business internationally. In addition to concepts and theories from the text, I will present practical real-world information to augment the material from the text. My objectives in delivering this course are as follows:

- Create and/or enhance your understanding of the nature and sensitivities of conducting business with various countries
- Develop an understanding of what's important and why in international business
- How to evaluate international opportunities, conduct trade and understand risks and ways to mitigate various risks to the venture
- Implications and importance of international business as it relates to the United States economy.

### **Class Behavior, Attendance and Participation:**

The classroom is a place for learning the material being taught. My responsibility is not only to teach the material, but also to prepare you for the professional workplace. You should treat this class like a job, where I am your boss. I expect you to show up, be prepared and ready to contribute. If you are going to be absent, for any reason, call or email me prior to class. If you do not notify me, I will assume that you have “blown off” class. Showing up and contributing accounts for 15% of your total grade for the class.

This class is designed to be interactive such that we can learn from each other. When class is in session, I expect students to be attentive to me as well as to other students. Talking to others around you, while a discussion is going on is rude, distracting and disruptive and I will not tolerate it. I will give one warning before asking a student or students to leave the classroom. This will adversely affect your participation grade.

We will evaluate your participation grade mid-semester and at the end of the semester. The grade is computed based on a combination of class attendance and quality and quantity of individual's contributions to classroom discussions.

#### **Chapter Questions:**

Occasionally, questions are assigned from chapters during the week specific chapters are discussed in class. You should prepare answers to the questions and come to class ready to make thoughtful, articulate and meaningful contributions in class. I do not require that these answers be turned in, however if I find that students are not performing the assignment, I will assign additional chapters and will start having these assignments turned in to me. Students earn participation points for coming to class with answers prepared AND participating in the class discussion. Your participation grade will partly be based on the level and quality of your contribution here.

#### **Case Studies:**

You are required to prepare a written analysis for three case assignments. Each case should be a minimum of 3 pages and maximum of 5 pages (font size 12, times new roman, 1 inch page margins, double-spaced). Each case study is due at the beginning of the class indicated on the schedule below.

Each analysis should identify and clearly, concisely articulate the primary issue/problem, the origin/cause and suggest a course of action to address the issue. The analysis should not simply restate the facts in the case, but instead should take our understanding of what is happening in the case to a higher level. Demonstration of a high level of understanding requires application of the various concepts and models to that bring greater clarity to the situation in the case. Your case analysis should include the following sections:

1. Executive summary (1 page maximum)
2. Situation analysis
3. Alternatives
4. Recommended strategy

**Late Work:**

Not accepted. Assignments turned in late will be given a “zero”.

**Exams and Reviews:**

There will be three exams during the course of the semester. Exam 1 and 2 will count for a combined total 30% of your grade, while the third exam will count for 25% as the degree of difficulty will be higher as it is a comprehensive exam.

There will be extremely helpful reviews during class prior to an exam. My philosophy is that if it is important enough to test, I truly want you to learn it, so you are encouraged to attend the reviews.

**Grading:**

Exams 1-2:	30% (15% each)
Final Exam:	25%
Cases:	30% (10% each)
Participation:	15%

### **Class Schedule**

<b>Date</b>	<b>Topic</b>	<b>Chapter(s)</b>	<b>Assignment</b>
January 27	Class Intro		
January 29	IB Intro.	1-2	
February 3	Video Lesson		
February 5-17		3-5	Discussion Questions 1-7, Ch. 3 for 2/10
February 19	Case Study & Exam review		Tobacco Exports, pg. 565
February 24	Exam 1	1-5	
February 26	Exam results		
March 2	Balance of Payments	6	
March 4-18	IB Environment	7-9	Discussion Questions 1-6, Ch. 8 for 3/11
March 23	Case Study & Exam review		Harley: Protecting Hogs, pg. 582
March 25	Exam 2	6-9	
March 30 – April 1	Spring Break		
April 4	Exam results		
April 8-13	EXIM deals	Handout	
April 15	Guest speaker		
April 20-29	IB Marketing, Strategy and Operations	11-13, 19-20	Discussion Questions 1-4&6, Ch. 13 for 4/27
May 4	Case Study, Class Participation evals and instructor evaluation		Steel Industry, pg. 703
May 6	Review for Final		
May 13 (TR) 8-10am	Final Exam		